

# ORDER



**Orders**

**Order / Rev:** 714133

**Alt Order #:** 06318057

**Product Desc:** SHERROD BROWN SKED B

**Estimate:**

**Flight Dates:** 09/18/12 - 09/24/12

**Original Date / Rev:** 09/21/12 / 09/21/12

**Order Type:** Core

**WKYC**

**Primary AE:** Joe Knauer

**Sales Office:** T-WAS

**Sales Region:** NAT

**Agency**

**Name:** Shorr, Johnson, Magnus/POL

**Buying Contact:**

**Billing Contact:**

1831 Chestnut St. #602

Philadelphia, PA 19103

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Brown,S/ Democractic Senate Campai

**Demographic:** A35+

**Product Codes:** PL-US Senate

**Priority:** P-3

**Revenue Codes:** AGY, GEN, GEN

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	61	\$56,050.00	\$47,642.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$56,050.00	\$47,642.50	0.00
<b>Totals</b>	<b>61</b>	<b>\$56,050.00</b>	<b>\$47,642.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$350.00		0.00				
2	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -			1		\$350.00		0.00				
3	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$800.00		0.00				
4	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -			1		\$800.00		0.00				
5	WKYC	09/18/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$800.00		0.00				
6	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00



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 Alt Order #: 06318057  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Brown,S/ Democratic Senate Campaign  
 Product Desc: SHERROD BROWN SKED B  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WKYC	09/20/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---T-S-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	---T-S-	2		\$1,800.00		0.00						
20	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S	1		\$400.00		0.00						
21	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S	1		\$400.00		0.00						
22	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S	1		\$800.00		0.00						
23	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	2		\$800.00		0.00						
24	WKYC	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	1		\$1,200.00		0.00						
25	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
Totals													61	\$56,050.00	